

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Peru

**Post:** Lima

### **Santa Cruz Food Show 2012**

**Report Categories:**

CSSF Activity Report

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**Report Highlights:**

Bolivia's largest trade event, EXPOCRUZ 2012 featured 24 economic sectors and highlighted the agricultural sector in this year's show. Almost \$15 million in sales were concluded, accounting for 6 percent of total value generated by the fair.

**General Information:**

The Agricultural Counselor accompanied by the Agricultural Marketing Specialist visited Bolivia's largest trade event, EXPOCRUZ 2012. This was the 37th fair in Bolivia's history of showcasing agriculture and other industries. EXPOCRUZ took place in the country's hub of agricultural and economic activity. Bolivia's International Fair took place in Santa Cruz de la Sierra on September 21-30.

EXPOCRUZ featured 24 economic sectors and highlighted the agricultural sector in this year's show. Almost \$15 million in sales were concluded, accounting for 6 percent of total value generated by the fair. The International Fair closed after 10 days of intensive activities. The results were \$270 million of total trade which exceeded last year's figure by 10 percent.

The show attracted more than 500,000 visitors who were received by almost 3,000 exhibitors from 21 countries (2,271 local and 761 foreign attendees). The show featured food and beverages, machinery, equipment, inputs, automotive, jewelry, plastics, household appliances, electronics, containers and packaging, services, restaurants, gastronomy, etc.

The American Chamber of Commerce of Bolivia, as usual, took charge of setting up the U.S. Pavilion. Most of the exhibitors were local companies who represent U.S. brands in Santa Cruz. Also, representatives from the U.S. Embassy in Bolivia participated with a booth in which they explained their services for developing of market for U.S. companies.

As part of the agenda while in Santa Cruz, the FAS team had the opportunity to meet with key importers and main supermarket chains. The Agricultural Marketing Specialist, Alvaro Loza, made a presentation about FAS services and our main goals in the Bolivian market. More specifically, Mr. Loza provided the information on the process FAS follows to identify potential products, importers and channels and to link them to U.S. suppliers who facilitate trade. Over 40 companies attended the seminar held in Hotel Los Tajibos. Post expects many inquiries about specific categories of U.S. products.

According to the Global Trade Atlas, imports from the United States to Bolivia reached almost \$46 million in 2011. Most of the trade is done within three major cities: Santa Cruz, Cochabamba, and La Paz. However, Santa Cruz seems to be the best potential market because of the importance of this city for Bolivian economy. Almost 50 percent of the value of trade is generated in Santa Cruz which makes it the most important business hub of Bolivia. The high consumption driven by higher income relies basically on good labor conditions offered by large companies in Bolivia's mining, the hydrocarbon, and the agriculture sectors. In addition, the service industry has grown rapidly in the past few years influenced by the establishment and development of foreign companies.

Bolivia's food retail market still has a low penetration of modern channels. Santa Cruz holds the highest penetration with 32 percent followed by Cochabamba with 16 percent and La Paz with 14%.

